

July 2005

# www.IN.gov REPORT CARD

## -- PROGRESS NOTES --

### Portal Highlights

#### Hoosiers Stepping Up to a Healthier Life Style [www.INShape.IN.gov](http://www.INShape.IN.gov)



When it comes to health, Indiana is first in the things we want to be last in. We're near the top nationally of every negative health measure, including obesity. To help Hoosiers get fit, Governor Daniels announced the launch of **INShape Indiana** July 13. The online program encourages Hoosiers to "log on and lighten up". Visitors learn about programs, services and events and can sign up to track progress and earn valuable rewards.

#### Professional Licensing Made Easy

[www.IN.gov/pla](http://www.IN.gov/pla)

The Health Professions Bureau and Professional Licensing Agency (PLA) merged to form one licensing agency, PLA. Indiana workers and their employers may use the site to apply, renew, search, track and download professional licenses through PLA's License Express.

#### DNR's New Licensing System a Big Hit

[www.IndianaOutdoor.IN.gov](http://www.IndianaOutdoor.IN.gov)

Through July, nearly 700,000 licenses have been sold by 600 participating retailers. DNR's Web-based system, launched in late 2004, has streamlined the agency's processes and provides more convenient service to sporting enthusiasts.

#### New Site Debuts for Agency

[www.IN.gov/dcs](http://www.IN.gov/dcs)

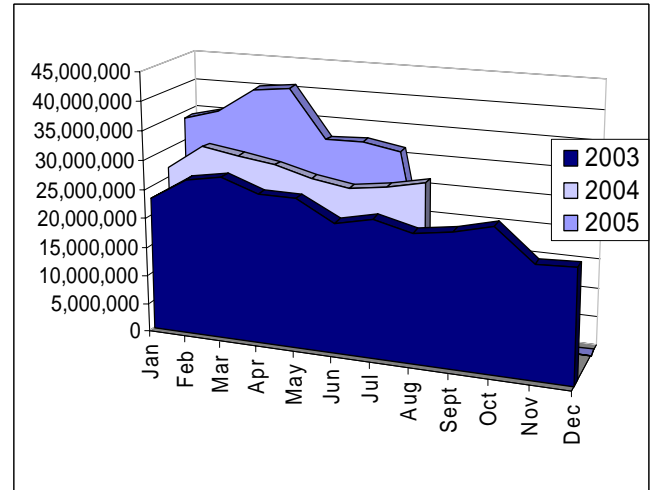
The Department of Child Services (DCS), created this year, introduced its new Web site in July. DCS partners with families and communities to protect Hoosier children from abuse and neglect.

## -- MAKING THE GRADE --

### Accesses to www.IN.gov

Month	2005	% change/2004
July	31,273,757	+ 16%

### Portal Access History



### Most-Visited Agency Sites in July

1.	Dept. Natural Resources	2,568,070
2.	Bureau of Motor Vehicles	1,967,701
3.	General Assembly	1,939,555
4.	Hoosier Lottery	1,855,400
5.	Secretary of State	1,715,723

### Usage Statistics

	YTD 2005	change/'04
Lic. Plate Renewal	259,915	+ 5%
Online Hunt/Trap/Fish Licensing	54,939	+ 205%
Retail Point-of-Sale Hunt/Trap/Fish Lic.	696,684	n/a
Campground Reservations	45,511	+ 28%
Prof. Lic. Renewal	43,494	+ 3%
SOS UCC Filings	39,121	+ 6%
Lim. Criminal Hist.	74,045	+ 8%

## Focusing on Rural Affairs

[www.IN.gov/ora](http://www.IN.gov/ora)

The economic and social needs of small cities, towns and rural communities are addressed through the Office of Rural Affairs. The site for the newly-created agency was launched in July.

## Federal Grant Information Readily Available

[www.IN.gov/ofgp](http://www.IN.gov/ofgp)

Launched July 21, the Web site for the Office of Federal Grants and Procurement will help the new office communicate its mission and its progress toward increasing the amount of federal dollars coming to the state of Indiana.

## Online Hotline Introduced by Inspector General

[www.IN.gov/ig](http://www.IN.gov/ig)

With the online hotline provided by the Inspector General's Web site, anyone can report waste, fraud, unethical or criminal activity in the Executive Branch of government and its agencies.

## - - REMARKS - -

### Bureau of Motor Vehicle (BMV) Auto Registration

"I just renewed my auto registration on this website, and want to express my satisfaction for the ease and simplicity of this process. This is the only way to register!! Thank you for putting together such an easy process; it was a refreshing experience of what years ago was a painful one. Thank you again for making my life a little easier!"

- Submitted by M. Renner

### BMV License Plate Renewal

"Plate Renewal is the easiest and very convenient. It took less time than reading my email. Thank You!"

- Submitted by J. Osting

### Secretary of State Online Filing

"Don't change a thing. It couldn't be any easier."

- Submitted by Sec. of State site user

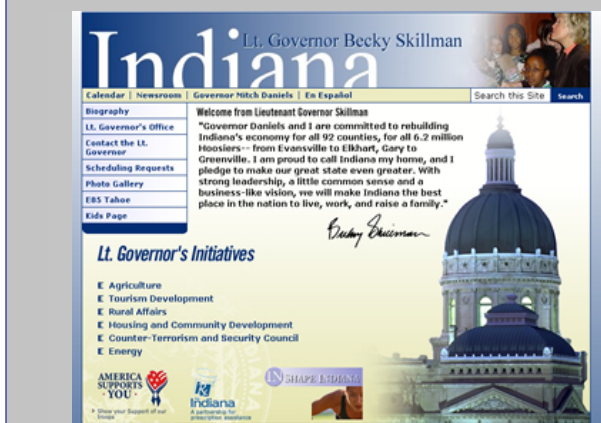
## IN.gov Features

### The Governor Reaches Out to Hoosiers | [www.IN.gov/gov](http://www.IN.gov/gov)



Governor Mitch Daniels launched his official Web site on July 19. This site highlights many new initiatives and contains an enhanced feature for contacting the Governor via email. The new email feature allows constituent email to be more efficiently routed to the correct person within the Governor's office. This enhances the ability for the Governor's staff to expediently respond to all electronic correspondence from his Web site visitors.

### Getting to Know Your Lt. Governor | [www.IN.gov/lgov](http://www.IN.gov/lgov)



Lieutenant Governor Becky Skillman also launched her official Web site on July 19. Similar to the Governor's site in look and feel, the Lieutenant Governor's site features an extensive Kid's Page. This interactive piece allows site visitors to play games, learn about Indiana, as well as print activities to help kids understand how government works.

## -- HISTORY LESSON --

### Quick IN.gov Facts

- [www.IN.gov](http://www.IN.gov) (*accessIndiana*) is the State's official Web portal.
- The portal has more than 300,000 pages of information and hundreds of interactive services.
- 99 percent of all information and services available at IN.gov are free to the public.
- In 2004, portal accesses reached over **336 million**, averaging more than 28 million per month. This represents a **19 percent increase** in usage over 2003, during which accesses totaled more than 280 million.
- Portal accesses topped **40 million** – an all-time record – in April 2005.
- IN.gov adheres to strict privacy, security, and accessibility policies, which may be found at: [www.IN.gov/ai/policies](http://www.IN.gov/ai/policies)
- Everything you ever wanted to know about IN.gov can be found at (where else?) [www.about.IN.gov](http://www.about.IN.gov), including statistics, business model information, portal services for government partners, a media center and success stories.

### Awards & Recognition

- *accessIndiana* placed **2<sup>nd</sup>** in the Center for Digital Government's 2004 **Best of the Web**
- The Indiana State Department of Health won the 2004 **Gold Award for Excellence** from the National Public Health Information Coalition.
- Indiana received a **4<sup>th</sup> place** ranking in the 2004 Center for Digital Government's **Digital States Survey**
- The BMV Digitally Certified Driving Records service received the 2004 **MIT Digital Government Innovation Award**.
- *Who's Your Legislator?* was honored with the Indiana Geographic Information Council 2004 **Award for Achievement** in GIS.
- *accessIndiana* received **3<sup>rd</sup> place** in the 2003 **Brown University eGovernment Study**.
- *accessIndiana* received **3<sup>rd</sup> place** in the Center for Digital Government's 2003 **Best of the Web** contest (4<sup>th</sup> place in 2002).
- *accessIndiana* was **ranked 6<sup>th</sup>** in the Center for Digital Government's 2003 **Digital State Legislatures Survey**.
- *accessIndiana* was recognized as a **Best of Breed** by the Center for Digital Government in January 2003.
- **The Indiana Department of Revenue's I-File service** was named the overall winner in the 2003 National Electronic Commerce Coordinating Council (NECCC) **Value in Technology Achievement** awards.

### accessIndiana Branding Strategy

The portal's branding and marketing strategy can be summed up in one statement: "If it's not **IN.gov**, it's not official". To assist agencies in transitioning to the IN.gov brand, a URL branding request form ([www.IN.gov/webaddress](http://www.IN.gov/webaddress)) is available to all state agencies, boards and commissions as well as all local jurisdictions of governments. All requests are electronically reviewed by a team comprised of State eGovernment champions. This team not only approves requests based on uniformity to the suggested standards, but also ensures that "umbrella" URLs are viewed from an enterprise perspective. An umbrella URL is used to brand a "mini-portal" that pulls together related information from a variety of sources. For example, [www.HR.IN.gov](http://www.HR.IN.gov) was created to help human resources professionals find relevant employment-related services from a single location.

### Business Model & Partnership

- The *accessIndiana* portal was introduced in December 1995.
- Indiana Interactive, a subsidiary of NIC, was chosen as the private partner to manage *accessIndiana* in 1995. NIC maintains long-term outsourcing contracts with 16 states.
- A public-private partnership model is used to manage the portal, with primary funding for the portal coming from the assessment of modest convenience fees (called "Enhanced Access Fees") to end users (primarily businesses) for a select set of services. Traditional means of access are still available to those who prefer not to pay the Enhanced Access Fees.
- Indiana Interactive employs 29 full-time staff, with 2004 operating expenses of about \$2.8 million, of which none were appropriated through the General Assembly.
- All state departments, agencies, boards and commissions have a Web presence on the portal, gaining efficiencies and economies by providing information online.
- More than **44 percent** of accesses to the portal occur while government offices are closed.
- The Next-Generation Portal "common look and feel" initiative allows for each agency Web site to have a common navigational structure and design. This gives visitors a familiarity among state Web sites that is user-focused, not organizationally focused and compliant with state and federal accessibility standards.